

MARKETING PERCEPTIONS
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CIGARETTE STUDY
JOB #93-6-3127

() QUOTA A
() QUOTA B
() QUOTA C
() QUOTA D
() QUOTA E
() QUOTA F

Respondent Name: _____ Phone: _____

Address: _____

Date Screened: _____ Interviewer I.D.: _____

SCREENING QUESTIONNAIRE

SPEAK WITH MALES & FEMALES.

Hello. My name is _____ and I'm calling from _____, a market research company. We are in the process of putting together some interviews, and I'd like to ask you just a few short questions to see if you might be able to join us.

1. First, may I ask your age? _____

PER QUOTA, SPREAD AGES TO THE DEGREE POSSIBLE.

QUOTAS A & F:

- 2 MALES AGES 21-34
- 2 FEMALES AGES 21-34
- 2 MALES AGES 35-49
- 2 FEMALES AGES 35-49

QUOTAS B, C, D & E:

- 2 MALES AGES 30-45
- 2 FEMALES AGES 30-45

2. In our discussion we would like to include a mix of people -- some who have been to a panel discussion in the past and some who have not participated in a panel discussion before. Have you ever participated in a focus group, a panel discussion or an individual interview conducted by a market research company?

() YES ... ASK: How long ago was that? _____
() NO IT MUST HAVE BEEN AT LEAST 6 MONTHS AGO.

- 3a. Now, I am going to read you a list of products. For each one I mention, please tell me if you yourself, currently use that product. READ LIST.

- () diet soft drinks
- () decaffeinated coffee
- () regular coffee
- () cigarettes
- () beer

ALL MUST CURRENTLY SMOKE CIGARETTES.

- 3b. Do you purchase your own cigarettes, or does someone else purchase them for you?

() self
() someone else -- TERMINATE

- 3c. In what type of store do you usually buy your cigarettes? _____

RESPONDENT MAY NOT MENTION ANY OF THE FOLLOWING:

- MILITARY STORE
- INDIAN RESERVATION STORE

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4a. How many packs of cigarettes do you smoke in an average day?

_____ ALL MUST SMOKE HALF A PACK A DAY OR MORE.

4b. Is the brand you smoke most often a filter or a non-filter cigarette?

() filter

() non-filter -- TERMINATE

4c. What about the length of the brand you smoke most often? Would that be the regular size kings, the long 100's, or the extra long 120's?

() king

() 100's

() 120's -- TERMINATE

RESPONDENT MAY SMOKE KING SIZE OR 100'S MOST OFTEN.

4d. Is your regular brand menthol or non-menthol?

() menthol -- TERMINATE

() non-menthol

4e. Is your regular brand a standard full-flavor, a light or an ultra light?

() full-flavor -- TERMINATE

() light (mild)

() ultra light

QUOTAS A & F:

ALL MUST SMOKE LIGHT MOST OFTEN.

QUOTAS B, C, D & E:

ALL MUST SMOKE ULTRA LIGHT MOST OFTEN.

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5a. What brand of cigarettes do you consider your regular brand?

5b. What brand or brands of cigarettes would you say you've recently been purchasing and smoking most often?

QUOTA A:

ALL MUST SAY MERIT IS THEIR REGULAR (Q.5A) AND MOST OFTEN (Q.5B) BRAND OF CIGARETTES.

QUOTA B:

ALL MUST SAY MERIT ULTRA LIGHT IS THEIR REGULAR (Q.5A) AND MOST OFTEN (Q.5B) BRAND OF CIGARETTES.

QUOTA C:

ALL MUST SAY MERIT ULTIMA IS THEIR REGULAR (Q.5A) AND MOST OFTEN (Q.5B) BRAND OF CIGARETTES.

QUOTA D:

ALL MUST MENTION ONE OF THE FOLLOWING AS THEIR REGULAR (Q.5A) AND MOST OFTEN (Q.5B) BRAND OF CIGARETTES:

- CARLTON
- NOW

QUOTA E:

ALL MUST MENTION ONE OF THE FOLLOWING AS THEIR REGULAR (Q.5A) AND MOST OFTEN (Q.5B) BRAND OF CIGARETTES:

- BARCLAY
- CAMEL ULTRA LIGHT
- TRIUMPH
- VANTAGE ULTRA LIGHT
- WINSTON ULTRA LIGHT
- BENSON & HEDGES ULTRA LIGHT
- KENT III
- TRUE
- VIRGINIA SLIMS ULTRA LIGHT

QUOTA F:

ALL MUST MENTION ONE OF THE FOLLOWING AS THEIR REGULAR (Q.5A) AND MOST OFTEN (Q.5B) BRAND OF CIGARETTES:

- MARLBORO LIGHT
- CAMEL LIGHT
- WINSTON LIGHT
- VANTAGE LIGHT
- PARLIAMENT LIGHT
- BENSON & HEDGES LIGHT
- KENT
- KENT GOLDEN LIGHT
- VIRGINIA SLIMS LIGHT

QUOTAS A, B & C -- ASK Q.5C
QUOTAS D, E & F -- SKIP TO Q.6

5c. What color pack does your Merit come in?

- A. () Yellow
- B. () Blue
- C. () Metallic Blue

QUOTA A:

ALL MUST SAY YELLOW (A).

QUOTA B:

ALL MUST SAY BLUE (B).

QUOTA C:

ALL MUST SAY METALLIC BLUE (C).

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And, finally, just for our records ..

6. What is your marital status? Are you ... READ LIST.

- ☐ single
☐ married
☐ separated, divorced, widowed

7a. Are you currently employed?

- ☐ YES ... ASK: Is that ☐ full time
☐ NO ☐ part time

ASK: Name of Company: _____

Type of Business: _____

Job Title/Function: _____

IF MARRIED, ASK SPOUSE'S OCCUPATION.

Name of Company: _____

Type of Business: _____

Job Title/Function: _____

IF RESPONDENT (OR SPOUSE) IS INVOLVED IN THE MANUFACTURING, DISTRIBUTION, OR WHOLESALING OF CIGARETTES OR ANY OTHER TOBACCO PRODUCTS -- TERMINATE.

7b. Does any member of your family or any close personal friends work for any of the following types of companies?

	YES	NO
Market Research Company	<input type="checkbox"/>	<input type="checkbox"/>
Advertising, Commercials or Television	<input type="checkbox"/>	<input type="checkbox"/>
Public Relations	<input type="checkbox"/>	<input type="checkbox"/>
Commercial Art, Photography or Graphic Arts	<input type="checkbox"/>	<input type="checkbox"/>
Manufacturer, distributor or wholesaler of cigarettes or any other tobacco products	<input type="checkbox"/>	<input type="checkbox"/>

NEITHER RESPONDENT NOR ANY FAMILY MEMBER OR CLOSE PERSONAL FRIEND MAY BE EMPLOYED IN ANY OF THE ABOVE LISTED TYPES OF COMPANIES.

7c. Do you or does any member of your household or any close personal friends work in any type of store that sells cigarettes or any other tobacco products?

- ☐ YES -- **TERMINATE**
☐ NO

8. What is the last level of education that you completed?

- ☐ some high school or less
☐ high school graduate
☐ some college, no degree
☐ college graduate or beyond

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9. Including all sources of income, which of the following categories best represents your total annual income before taxes?
- ☐ Under \$25,000
 - ☐ \$25,000 but less than \$30,000
 - ☐ \$30,000 but less than \$40,000
 - ☐ \$40,000 but less than \$50,000
 - ☐ \$50,000 but less than \$60,000
 - ☐ \$60,000 but less than \$75,000
 - ☐ \$75,000 or more
10. We are interested in speaking with people of varying ethnic backgrounds. Are you ... **READ LIST.**
- ☐ White
 - ☐ Black
 - ☐ Hispanic
 - ☐ Asian
 - ☐ Other (specify): _____
11. I'd like to invite you to attend an interview that we will be conducting at our office. This interview will take about 1 hour of your time. To show our appreciation, we'll offer you \$_____ for your help. Are you interested in participating?
- ☐ YES ... **CONTINUE WITH TIME, DATE, LOCATION, ETC.**
 - ☐ NO

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